

ACC CORPORATE COUNSEL UNIVERSITY

PARTNERSHIP PROSPECTUS

**SUMMER, 2021 | VIRTUAL
WEEKLY VIRTUAL EDUCATIONAL MODULES
PROGRAM PARTNERSHIP | GENERAL INFORMATION**

CONTENT: Program Introduction | Attendees'
Demographics | Program Weekly Schedule |
Partnership Packages



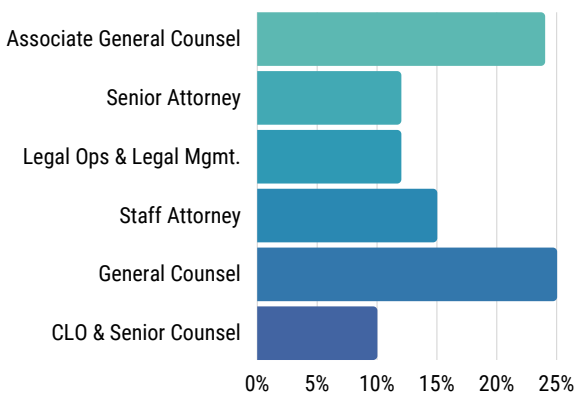
ACC CCU | PROGRAM INTRODUCTION

ABOUT THE PROGRAM

ACC Corporate Counsel University® (CCU) is exclusively for lawyers who are new to in-house or who want to sharpen their fundamental in-house practice skills on topics ranging from negotiation and contracts, to finance and ethics. In its 18th year, CCU is one of ACC's most popular small programs and consistently in high demand.

ATTENDEE DEMOGRAPHICS

CCU by design is a small annual conference, averaging between 250 – 300 attendees. Attendees include DGC, Chief Legal Officers, Attorneys, General Counsel, and more.



WEEKLY EDUCATIONAL MODULES

The 2021 Corporate Counsel University® (CCU) will be held in Summer 2021. The program will be divided into eleven course-modules, with each module occupying one week over the 11-week course of the program. Each module will be composed of two distinct parts:

1. One (1) live educational session on the basics of a given week's topic followed by Q&A and
2. One (1) virtual roundtable, consisting of a brief update segment on recent/emerging issues plus a live Q&A or other interactive engagement with the audience.

Tentative Program Schedule:

- Week 1 June 22 - Building Your In-house Career - What's Different In-house - **Sold**
- Week 2 June 29 - Contract Drafting and Negotiation* - **Sold**
- Week 3 July 6 - Managing Risk and Compliance
- Week 4 July 13 - Accounting & Finance
- Week 5 July 20 - Data Privacy, Information Security
- Week 6 July 27 - Introduction to Corporate Litigation
- Week 7 August 3 - Outside Counsel Management
- Week 8 August 9 - Key Employment Issues* - **Sold**
- Week 9 August 17 - Protecting Your Client's IP - **Sold**
- Week 10 August 24 - In-house Ethics 101
- Week 11 August 31 - Developing General Counsel Skills

*Blue colored sessions indicate Platinum Partnership Package



ACC CCU | PARTNERSHIP PACKAGES

PLATINUM PACKAGE - TWO PARTS EDUCATIONAL SESSION | US\$14,000

- An opportunity to present a two-part interactive or workshop-style educational session;
- Three (3) full registrations with access to educational sessions ;
- One (1) post-event follow-up email to CCU attendees. This message is delivered by ACC and scheduling is based on availability;
- Logo listing on the ACC meeting website with link to sponsor's website;
- Complimentary Swag Bag promotional opportunity for a giveaway of product/material of choice;
- Leaderboard ad on Acc.com to include 50,000 impressions;
- Sessions will be archived as a robust on-demand self-paced course for CCU.

BRONZE PACKAGE - ONE EDUCATIONAL SESSION | US\$7,500

- An opportunity to present on a one-hour educational session, during the topics assigned week;
- Two (2) full registrations with access to educational sessions ;
- One (1) post-event follow-up email to CCU attendees. This message is delivered by ACC. Email placement is based on availability;
- Logo listing on the ACC meeting website with link to sponsor's website;
- Complimentary Swag Bag promotional opportunity for a giveaway of product/material of choice;
- Leaderboard ad on Acc.com to include 50,000 impressions;
- Sessions will be archived as a robust on-demand self-paced course for CCU.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- **SPEED NETWORKING** | \$3,000 (*Limited Availability*)
- **ADDITIONAL DISCOUNTS** | 20% Discount (*on your next ACC Online Education and Co-branded Email Opportunity in 2021*)

JOIN US NOW!

& Become ACC Partner

For more information on ACC Partnership, Email
 Abeer I. Burhan at a.burhan@acc.com
 Join our LinkedIn page for instant ACC partnership
 news and sponsorship opportunity.

